

This piece  
is worth saving.

Save \$4.00 on any style  
carton of Merit.

Merit, Merit Lights, Lights, Merit Lights

Merit  
Lights

Save \$2.50

on any style carton  
or three packs of Merit.

Merit  
Lights

Buy one pack  
any style Merit and  
get one free.

Merit  
Lights

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IN THE  
UNITED STATES

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UNITED STATES

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# MERIT



**SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.**

Learn how to get the most out of your Merit cigarettes. The Merit cigarette is designed to give you a smooth, satisfying taste. The Merit cigarette is designed to give you a smooth, satisfying taste. The Merit cigarette is designed to give you a smooth, satisfying taste.

**Save \$4.00 on any style carton of Merit.**

Merit Next Thin Lights Next Thin

Learn how to get the most out of your Merit cigarettes. The Merit cigarette is designed to give you a smooth, satisfying taste. The Merit cigarette is designed to give you a smooth, satisfying taste. The Merit cigarette is designed to give you a smooth, satisfying taste.

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**Save \$2.50 on any style carton of three packs of Merit.**

Merit Next Thin Lights Next Thin

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**Buy one pack any style Merit and get one free.**

Merit Next Thin Lights Next Thin

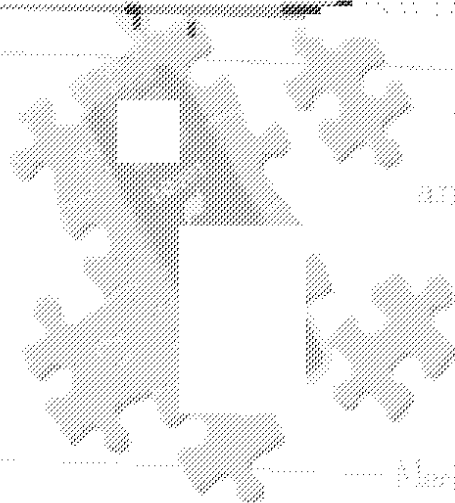
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If you'll take a moment to answer a few not-so-puzzling questions, we'll send you a Merit lighter, free.

We'll like to include a picture of you in our Merit Survey. We'll need a few pieces of information.

Merit Survey

Name (Print Name) \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone ( ) \_\_\_\_\_  
E-mail ( ) \_\_\_\_\_

We are sending you this survey and asking you to take the time to complete it because we are interested in your opinion. We are interested in your opinion. We are interested in your opinion.

1. How often do you smoke? \_\_\_\_\_  
2. How many cigarettes do you smoke per day? \_\_\_\_\_  
3. How many packs of cigarettes do you smoke per week? \_\_\_\_\_  
4. How many packs of cigarettes do you smoke per month? \_\_\_\_\_  
5. How many packs of cigarettes do you smoke per year? \_\_\_\_\_

6. How many packs of cigarettes do you smoke per week? \_\_\_\_\_  
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65. How many packs of cigarettes do you smoke per year? \_\_\_\_\_

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Taste what  
you've been  
missing.

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